

109769.0020  
Examiner Namitha Pillai  
Art Unit 2173

## CLAIMS

Claim 1. (Currently Amended) A system for on-line creation of a printable product, the system comprising:

at least one server accessible via a computer network, said at least one server storing defining data defining a plurality of printable products including one or more design elements, and a first program providing a user with modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing;

a client computer for accessing said server, wherein said at least one server downloads said first program and said defining data to said client computers; and

a printer operatively coupled with said client computer, wherein said first program assembles printing data for printing the printable product on the printer.

Claim 2. (Original) A system according to claim 1, wherein said plurality of printable products includes at least one of: announcements, banners, business cards, calendars, greeting cards, certificates, craft cards, envelopes, gift tags, invitations, labels, message cards, origami, postcards, posters, stationary, and stickers.

Claim 3. (Original) A system according to claim 1, wherein said client computer includes a browser program for accessing said web server, wherein said first program enhances the functionality of said browser program.

Claim 4. (Original) A system according to claim 3, wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product.

Claim 5. (Original) A system according to claim 1, wherein said defining data defines at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements.

Claims 6-7. (Canceled).

109769.0020  
Examiner Namitha Pillai  
Art Unit 2173

Claim 8. (Previously Presented) A system according to claim 1, wherein said assembly of printing data includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format.

Claim 9. (Original) A system according to claim 1, wherein said modification function of said first program includes modification to at least one of: font, color, alignment, position within a panel, adding a design element, and deleting a design element.

Claim 10. (Currently Amended) A computer usable medium having computer readable program code means embodied therein for creating, modifying and printing of a printable product, the computer readable program code means comprising:

means for downloading data defining a the printable product;

means for modifying a browser program on a personal computer of a user to allow the user to edit the data defining a printable product within the browser program;

modification means for modifying the defining data; and

print formatting means for formatting the defining data for printing.

Claim 11. (Original) A computer readable program code means according to claim 10, wherein said modification means includes means for manipulating one or more design elements.

Claim 12. (Original) A computer readable program code means according to claim 11, wherein said design elements includes at least one of: text, graphics, audio and video.

Claim 13. (Previously Presented) A computer readable program code means according to claim 10, wherein said print formatting means performs at least one of the following functions: resizing, scaling, and division into panels associated with a fold format.

109769.0020  
Examiner Namitha Pillai  
Art Unit 2173

**Claim 14. (Previously Presented)** A method for generating a printable product using an online system accessible via a computer network, the method comprising:

storing on a server accessible via the computer network, data defining a plurality of printable products including one or more design elements;

storing on the server a first program to enhance the functionality of a web browser program by providing a user with modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing, wherein the assembly and modification functions occur within the web browser program on a client computer;

downloading the first program to the client computer accessing the server through the web browser program, to provide for the user modification and printing of a printable product at the client computer; and

printing the printable product on a printer operatively coupled to the client computer.

**Claim 15. (Previously Presented)** A method according to claim 14, wherein said plurality of printable products includes at least one of: announcements, banners, business cards, calendars, greeting cards, certificates, craft cards, envelopes, gift tags, invitations, labels, message cards, origami, postcards, posters, stationary, and stickers.

**Claim 16. (Original)** A method according to claim 14, wherein said client computer includes a browser program for accessing said web server, wherein said first program enhances the functionality of said browser program.

**Claim 17. (Original)** A method according to claim 16, wherein said first program controls the downloading to the client computer of the defining data that defines a selected printable product.

109769.0020  
Examiner Namitha Pillai  
Art Unit 2173

Claim 18. (Original) A method according to claim 14, wherein said defining data defines at least one of: graphical elements, text elements, and formatting data associated with the graphical and text elements.

Claim 19. (Original) A method according to claim 14, wherein said method further comprises using the first program to assemble printing data for printing the printable product on the printer.

Claim 20. (Original) A method according to claim 19, wherein said step of assembling printing data includes at least one of: resizing, scaling, division into panels that anticipate printing in a desired printing format.

Claim 21. (Original) A method according to claim 14, where said modification function of said first program includes modification to at least one of: font, color, alignment, position within a panel, adding a design element, and deleting a design element.

Claim 22. (Previously Presented) A system for enabling a user to create and print a social expression product over a computer network, comprising:

- a web server;

- a personal computer of the user having means for communicating with the web server over the computer network;

- a web browser located on the personal computer of the user;

- a database storing defining data defining a plurality of printable products including one or more design elements, said database communicatively coupled to the web server;

- a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data from the database, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and

- a printer operatively coupled to the personal computer of the user, wherein the

109769.0020  
Examiner Namitha Pillai  
Art Unit 2173

user is able to print a social expression product at the personal computer of the user.

Claim 23. (Previously Presented) A system for enabling a user to create and print a social expression product over a computer network, comprising:

- a web server;
- a personal computer of the user having means for communicating with the web server over the computer network;
- a web browser located on the personal computer of the user;
- a storage device containing defining data defining a plurality of printable products including one or more design elements;
- a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and
- a printer operatively coupled to the personal computer of the user, wherein the user is able to print a social expression product at the personal computer of the user.

Claim 24. (Previously Presented) A system according to claim 23 wherein said storage devices is one of a group consisting of a remote storage device, a web server, a personal computer, and a storage medium.

Claim 25. (Previously Presented) A system according to claim 23, wherein said plug-in program further provides the user with means for adding design elements from an external source, said added design elements created by the user.

Claim 26. (Previously Presented) A computer readable program code means according to claim 10, wherein said data defining a printable product is stored on one of a group consisting of a remote storage device, a personal computer, and a portable storage medium.

109769.0020  
Examiner Namitha Pillai  
Art Unit2173

Claim 27. (New) A computer system for selecting, modifying and printing customized greeting cards comprising:

one or more databases containing multiple greeting cards identified and selectable by contents, genre and attributes, the one or more databases further including selectable assets for each greeting card including graphic and textual designs for front panels, inside panels and back panels of greeting cards, and selectable text elements including font, point size, color and alignment and print parameters;

a personal computer programmed with an Internet web browser and operatively connected to a web server whereon the one or more databases reside in the form of URL-identifiable pages for transmission to the personal computer via hypertext transport protocol and display formatted according to hypertext mark-up language including one or more embedded formatting commands at least one of which is a plug-in program;

the plug-in program being downloadable to the Internet web browser of the personal computer which is operative to detect and launch the plug-in program by a file extension, the plug-in program including an engine and assembly component for selection and editing of assets of a greeting card, the plug-in program including selected greeting card design elements and asset information for display, editing and printing assembly for all panels of a greeting card, and printing assembly including scaling and resizing for division into greeting card panels for printing.